

# lowAccess Project Plan

Project 10: Electronic Commerce Business Plan

Project Lead: Cynthia Eisenhauer

Project Budget: \$100,000 - \$120,000

## Mission Statement

Identify and analyze intergovernmental opportunities for electronic commerce and write the guidebook which defines electronic commerce; that encourages collaboration to meet the needs of global customers.

## Define the Problem or Need

### Needs Statement

A business plan is needed to organize and improve customer transactions with government. A guidebook for designing and implementing electronic commerce investments is needed to ensure a return on investment and to sustain the IITT initiatives.

### Problem Statement

- Need for thoughtful or efficient investments in electronic commerce (i.e. a plan that provides the long-term or short-term vision).
- An enterprise-wide approach will produce solutions before the consumer even knows that they need the program.
- A business plan will benefit both the consumer in increased service and the supplier (ie. Governmental entity) with a resource and vision.
- A business plan will provide a model for document and analyze the return on investment from implementation of a electronic commerce application.
- Need for infrastructure connecting all levels of government.
- Develop and set standards for electronic commerce (ie. home page development, data definition, data maintenance, data access and security).
- Government staff and public may be resistant to change.
- Capital investment costs may deter providing the access to both government and the public.
- A need for education and training for the public and government staffs.
- A need for generation of public acceptance and trust in integrity of systems.

- Need to implement security safeguards to ensure against fraud.
- Need to develop standards and protections insuring the confidentiality of information.

## Establish the Project Scope

### Project Purpose

- The final product of the electronic commerce business plan should outline a method for fostering cooperative development of electronic commerce technology opportunities between governmental entities and private sector partnerships. This model will encourage the identification and use of emerging electronic commerce technologies.
- The project will provide an initial list of electronic commerce projects that have an enterprise-wide impact; and will recommend a designated entity that will work to continually review and update the business plan as technology evolves and new opportunities are identified.

### Project Parameters

- The Business plan should pull together the issues common to all the other lowAccess plans; and should package the projects within lowAccess to level the playing field across all the project revenue generating issues.
- The business plan will address financing strategies for electronic commerce opportunities that include both self-sustaining (fee generation) and funding methods.
- The business plan will provide a strategy for continuously identifying electronic commerce opportunities.
- The business plan will identify a method or a means by which a lead entity will update and redesign the business plan on an on-going basis.
- The business plan will include a process to guide agencies to develop electronic commerce plans that address the issues of interoperability, sustainability, security, integration, and accessibility.
- The plan should include a project that builds on existing state and federal offset programs, where prior to issuing certain government payments a verification is made that the entity receiving the payment does not owe selected debts.
- The plan will include a project that creates a front-end interface that will allow for delivery of government transactions at multiple locations (regardless of transaction origination); and these locations may be fully automated or staffed.
- The plan will include those projects initially funded through lowAccess implementation.

### Steps in the Process

1. Garner the resources for defining the technical issues:
  - a) Security
  - b) Iowa Standards
  - c) Interoperability
  - d) Accessibility
2. Contact other state (ie. Kansas, USAccess, etc.) for examples of their business plans written for the purposes of electronic commerce. Identify the authors of these plans and acquire copies for reference.
3. Enter the Request for Information (RFI) on the Internet.
4. Evaluate the responses to the RFI.
5. Invite demonstrations of examples of implemented electronic commerce applications.
6. Gather information from both internal and external groups to construct the components of the business plan.
7. Write the draft version of the plan.
8. Review and analyze the plan.
9. Evaluate the guidebook / model business plan.
10. Finalize the plan/guidebook.

#### Resources Needed to Proceed with Project

1. The lowAccess Technical Team as identified by the Steering Committee.
2. Business Plan Consultant
3. Survey Conducted by Marketing Consultant
4. Demonstrations and examples of successful electronic commerce initiatives.

#### Broad Timeline for Project

May 30 - Draft RFI is shared with the project team

June 6 - Deadline for comments on RFI

June 9 - RFI is issued

June 23 - RFI response deadline

June 26 - Team meets to review RFI collection/Identify consultant

August 31 - Draft of the plan is written

September 30 - The plan has been reviewed

December 30 - Plan is finalized

**May 1998 - Plan is evaluated**

**September 1998 - Plan is fully implemented**

#### Target Population

- Governments
- Consumers

#### Determine Project Goals

Goals

- The business plan should provide incentives for participation.
- The plan should provide opportunities for education on the planning process and assistance managing the overall process.
- Improved structure and framework of implemented electronic commerce applications.
- Electronic commerce applications that are inter-governmental and encompass the enterprise philosophy.
- Users become comfortable with and utilize the tools/model within the business plan.
- The business plan is used as a tool to encourage development of electronic commerce projects.
- A return on investment that demonstrates improved services without increasing cost.
- A business plan that drives government to be more responsive.

### Security Issues in the Project Design

The plan will include the recommendations for security and confidentiality as adopted by the Iowa Access Steering Committee.

### Approaches to Public Education About the Project

The guidebook will include a marketing component for electronic commerce applications. It will be one of the tools for users in the prepared guidebook.

### Determine Project Benefits

- Saves time
- Increased business with the state - expands market to global access
- Improved perception of Iowa
- Allow for more service choices
- Access to non-governmental centers of knowledge
- Cost-savings for both the customer and government
- Increased market access for business
- Greater access to educational opportunities
- Access to government creates expectation to improve services
- Improved response time
- Elimination of redundant information
- Increased compliance with laws and regulations
- More open government
- Access to people who have never had access
- Access to job information and availability
- New job opportunities
- Reduction of waste, paper and travel

- Economic growth
- Increased competition
- Improved and accessible electronic commerce platform
- Increased infrastructure resources
- Less reluctance to resist change
- A resource for standards and common solutions
- Reduced costs for providing access to both government and customers
- Resources for training and education
- Improved public acceptance and trust
- A security issues policy
- A policy for insuring confidentiality of information

### Means of Sustainability of the Project

- Sustainability will be evaluated based on the business plan's usefulness.
- Implementing an incentive process that encourages enterprise-wide methods of developing a electronic commerce plan.
- Designate a lead entity to continue to promote and update the plan and guidebook.